

## Remarks

Claims 31-38 are currently pending. Claims 31 and 33 are amended. No new matter has been added. Applicants assert that all claims are in condition for allowance as set forth more fully below.

### 103 Rejections

Claims 31, 33, and 36 stand rejected under 35 USC §103(a) as being unpatentable over Masek (US Patent 5, 272,749) in view of Riskin (US Pat 4,757,267). Applicants respectfully traverse these rejections.

The Office Action has rejected claims 31, 33 and 36 by stating that Masek discloses most of the elements but fails to disclose determining an originating region from which the call was initiated, retrieving a telephone number from a table containing associations of the subscription code to multiple telephone numbers corresponding to different originating regions based at least in part on the subscription code and the originating region determined for the call. The Office action points to Riskin as disclosing the above determining and receiving steps not disclosed or suggested by Masek.

### Claim 36

However, it is important to note that the Office action inexplicably fails to demonstrate how either Masek or Riskin teaches or suggests a method for providing subscription code services in a geographical area, the method comprising... presenting to the caller a list of subscribers associated with the subscription code and receiving one telephone number corresponding to a subscriber that has been chosen by the caller from the list, wherein the one telephone number is substantially permanently assigned to the subscriber code as recited in claim 36. There is no reference in Masek to a choice of subscribers resulting from the dialing of 511-Car City #. Masek appears to use a translation methodology whereby the dialed 511-Car City # number acts as an index to a specific address in a library data table so that there cannot be more than one resulting subscriber telephone number and therefore no need for a choice to be offered. (Col. 9, l. 26-68). Similarly, although multiple telephone numbers may result under Riskin, Riskin

teaches that the computer system chooses the telephone number for the user based on interaction with the user. The interaction in Riskin is not a choice by the user, however. The interaction appears to be the request and provision of additional data from the user made up of an extension number and the user's NPA-NNX. (Col. 3, l. 65-69; Col. 5, l. 32.35). The compute then makes a selection from among several equidistant subscribers. A reference must provide an explicit or implicit suggestion, teaching or motivation in order to be §103 prior art. See, *In Re Dembiczak*, 175 F.3d 994, 50 U.S.P.Q2D (BNA) 1614 (Fed. Cir. 1999) (Placing a pumpkin face on an orange trashbag not obvious under 35USC§103 without finding of suggestion, teaching or motivation in the reference). As such, neither Masek nor Riskin, singly or in combination, teach all the elements of claim 36 and claim 36 is allowable for that reason. Dependent claims 37 and 38 depend from allowable independent claim 36 and are also allowable for at least the same reasons.

#### Claims 31 and 33

Amended claims 31 and 33 recite a method for providing subscription code services in a geographical area, the method comprising...if there are a plurality of retrieved telephone numbers, then offering the caller a selection of one of the one or more retrieved telephone numbers corresponding to the same originating region.

As mentioned above in respect of claim 36, neither of the cited references, individually or in combination, teach or suggest the elements recited above. Specifically, offering the caller a selection of one of several telephone numbers and making a termination of the call based on that selection. Therefore, the cited references, singly or in combination, fail to disclose or suggest each and every element of amended claims 31 and 33. As such, claims 31 and 33 are allowable over the cited references for at least these reasons. Dependent claims 32 and 34-35 depend from allowable amended independent claims 31 and 32 are also allowable for at least the same reasons.

#### Conclusion

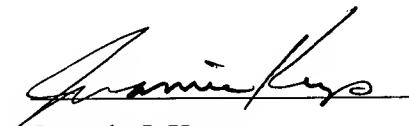
Applicants assert that the application including claims 31-38 is in condition for allowance. Applicants request reconsideration in view of the amendment and remarks

above and further request that a Notice of Allowability be provided. Should the Examiner have any questions, please contact the undersigned.

No fees are believed due. However, please charge any additional fees or credit any overpayment to Deposit Account No. 50-3025.

Respectfully submitted,

Date: August 23, 2005

A handwritten signature in black ink, appearing to read "Jeramie J. Keys", written over a horizontal line.

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